

INFORMATON GRAPHICS TRAINING GUIDE

Produced by AMC/PAI

Before you start

- ▶ Read all information attached
- ▶ Make/gather handouts, bring a couple of stories to the training session
- ▶ Schedule training time: 1/2 hour for brief overview, another 1/2 hour for creating new infographic
 - ▶▶ Who should be there: Internal, graphics rep (if you want)
 - ▶▶ Bring pencil, paper for idea jam session

Your agenda

▶ Brief overview on Information Graphics

▶▶ Information Graphics includes several types of visuals, to include: charts/graphs, tables, timelines, step-by-step guides, diagrams and maps. Finally, put it all together into the information graphics package. REFER TO HANDOUT A.

▶▶ Ideas vs. execution. The most important aspect of the information graphic is the idea. Show or explain in visuals what you can't in the story.

▶▶ Team members. Most large newspapers have illustrators, designers and reporters who work together to make one illustration. For military members, editors and reporters must start thinking about using more visuals and perhaps incorporating the graphics folks into working on the paper with you. While it may be difficult to spend the time on elaborate graphics, simple charts, maps, diagrams and guides can be easily translated into base newspapers.

▶ Recommended software

▶▶ Industry professionals are using a variety of programs such as Adobe Illustrator or Freehand, and the trend is to use 3-D programs, such as Stratovision, into the graphics. CorelDraw can be used for most desired effects. However, basic charts and photo diagrams can be done with Photoshop and your Pagemaker or Quark programs. Quality clip art and photo of objects are excellent to have on hand and will be a time saver.

▶▶ Why use illustration programs? The illustration programs allow you to draw in layers so if, for instance, you were making maps, you could save the basic pattern and update as needed without redrawing the entire graphic.

▶▶ What if I don't have illustration programs or I don't know how to use them? The best thing initially is to team up with your graphics people. They can draw whatever idea you have. The key is the idea, not the actual execution of it for now. If you don't have graphics people, there are still several graphics you, the editor or reporter, can do!

Infographics CONTINUED

► Tips from Newsweek's Karl Gude and the New York Times' Jim McManus

(from the information graphics workshop held in December 1999, sponsored by the Society for News Design).

- Get smart ideas by deciding what the story can't tell visually
- Know your limits, spend time on the graphics that deserve it
- Use photo analogs (diagrams) and object clip art instead of drawing everything from scratch
- Sketch out your ideas first
- Infographs have a wider description than previously thought: to include pictorial histories
- Use size comparisons, trace models, provide visual links
- Satellite images work better than maps sometimes
- Navigate the reader, yes, but don't lure with fluff and no substance
- Keep colors muted. Color should be used to focus your eye or separate material
- A simplified look carries more authority, that includes the use of typography
- Look at graphics from a wide variety of sources to inspire you

Case study - Use handout B (This is from SrA. CeCe McRobie, McGuire AFB, N.J.)

► Situation

- The results of the wing's social actions climate assessment need to be published.

Some of the information is good, but much of it shows a need for improvement. The report is quite statistical, but does have good assessments.

► Show 1. and ask what information needs to be told vs. shown.

- Ideas should include: stats, analysis, detailed explanations
- Tell them there are six areas that need to be covered, and it's quite complex.
- What are some initial ideas? Allow them to sketch or talk for a few minutes.

► Show 2. This is one initial idea ... a bar chart.

- It won't be clear if you stay this simplified. There's too much info to squeeze in.

► Show 3 and 4. This is the sketched-out idea for the graphic and the layout.

- What is this one doing that the other one doesn't?

► Show 5. The finished product. It received rave reviews! Very professionally done!

Sketch your own

► Bring out some recent or current stories your staff is working on

►► Review the information, brainstorm ideas and see if you can't use an information graphic in the next issue of the paper. Don't forget sports and features are good sources.

HANDOUT

Charts/graphs



Tables

HOUSING ALLOWANCE COMPARISON

Rank	NETT SPENDING			NETT SPENDING			The overall cost of the allowance is the sum of the net spending and the net income tax on the allowance.
	FY00	Change	%	FY00	Change	%	
0-1	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-2	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-3	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-4	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-5	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-6	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-7	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-8	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-9	\$225	-14	-6.2	\$225	-14	-6.2	1.00
Average Change for Officers			-4.19%	Average Change for Officers			-4.19%
0-11	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-12	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-13	\$225	-14	-6.2	\$225	-14	-6.2	1.00
Average Change for Prior United States			-0.89%	Average Change for Prior United States			-0.89%
0-1	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-2	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-3	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-4	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-5	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-6	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-7	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-8	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-9	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-10	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-11	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-12	\$225	-14	-6.2	\$225	-14	-6.2	1.00
0-13	\$225	-14	-6.2	\$225	-14	-6.2	1.00
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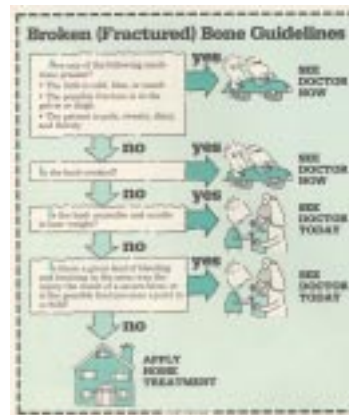
Maps



Step-by-step guides

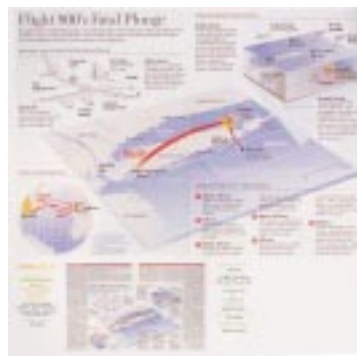


Timelines

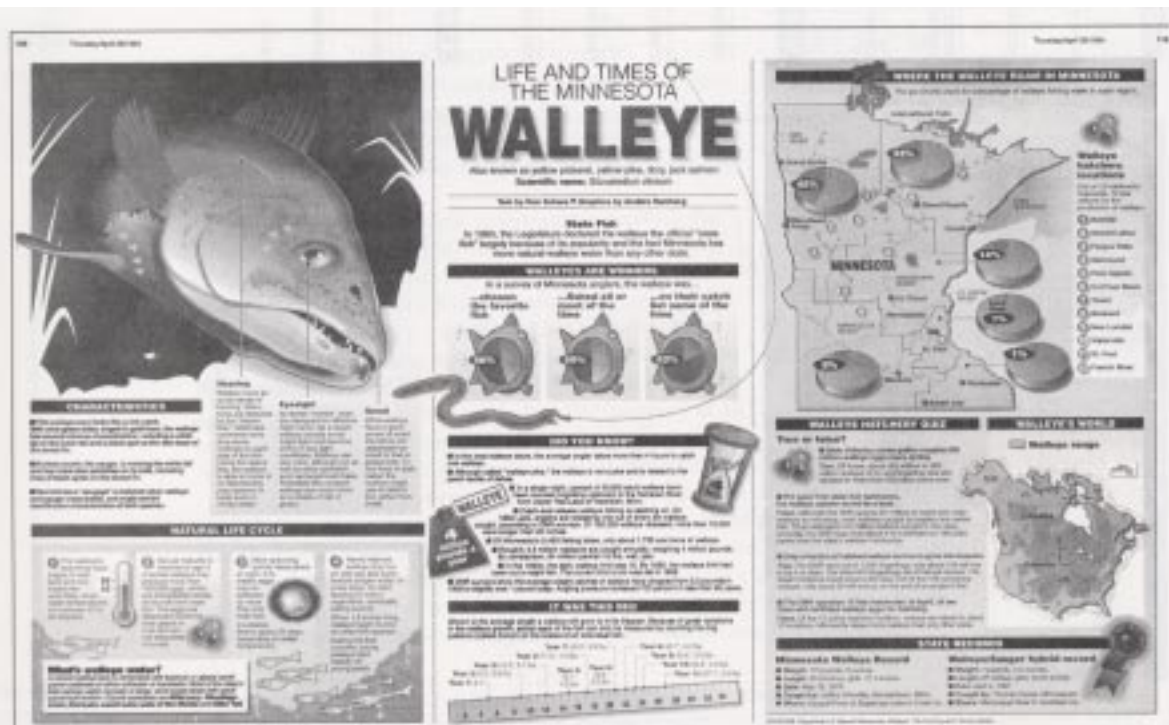
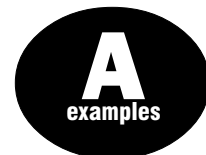


Diagrams





Graphic packages



HANDOUT



1. Pages and pages of text need to be reworked, both visually and as a separate article from the commander.

3. As mentioned earlier, the wing climate assessment is a tool to gauge the human relations climate of "Team McGuire." Surveys are used to identify both positive and negative key indicators to assess the wing climate. The WCA survey instrument places emphasis on the following categories: **Motivation/Pride & Recognition, Peer Relationships, Leadership, Freedom to Complain, Fair Treatment & Discrimination, & Job and Community Environment.** The following paragraphs contain statistical data that provide a perceptual 'snapshot' of the wing.

Motivation/Pride & Recognition (Ref. survey questions #4, 6, 7, 8)

When asked do you feel motivated to give your best efforts to the mission, fifty-eight percent (58%) of "Team McGuire responded positively. Fifty-five percent (55%) of the respondents felt they were recognized for doing a good job. Forty-two percent (42%) of the military members surveyed felt as though the chain of command awards and recognizes the most deserving members of the unit in comparison to thirty-seven (37%) of the civilian respondents.

IMPACT:

A direct link can be drawn between how an individual feels about their unit and the effort they are willing to put forward to the amount of recognition they receive. Recognition is an area that can be addressed by all levels of supervision. An individual who receives recognition for a job well done is more likely to put forth more effort to perform; more so, than an individual who does not get recognized for a job well done. It is important to remember recognition does not necessarily have to always be formal, informal recognition can have the same impact and can be just as motivating.

★ Important for the story.

Peer Relationships (Ref. Survey questions #3, 20, 34, 35, 36, 37)

Seventy percent (70%) of the respondents surveyed responded favorably to questions concerning peer relationships. Specifically, sixty-one percent (61%) of respondents felt co-workers do their fair share of work moreover seventy-three percent (73%) of the respondents felt they could count on fellow co-workers to assist them should they encounter any work-related problems. Seventy-six percent (76%) of the respondents indicated they feel comfortable socializing with their co-workers. Approximately sixty-eight percent (68%) of those surveyed indicated they felt comfortable attending organizational functions and activities.

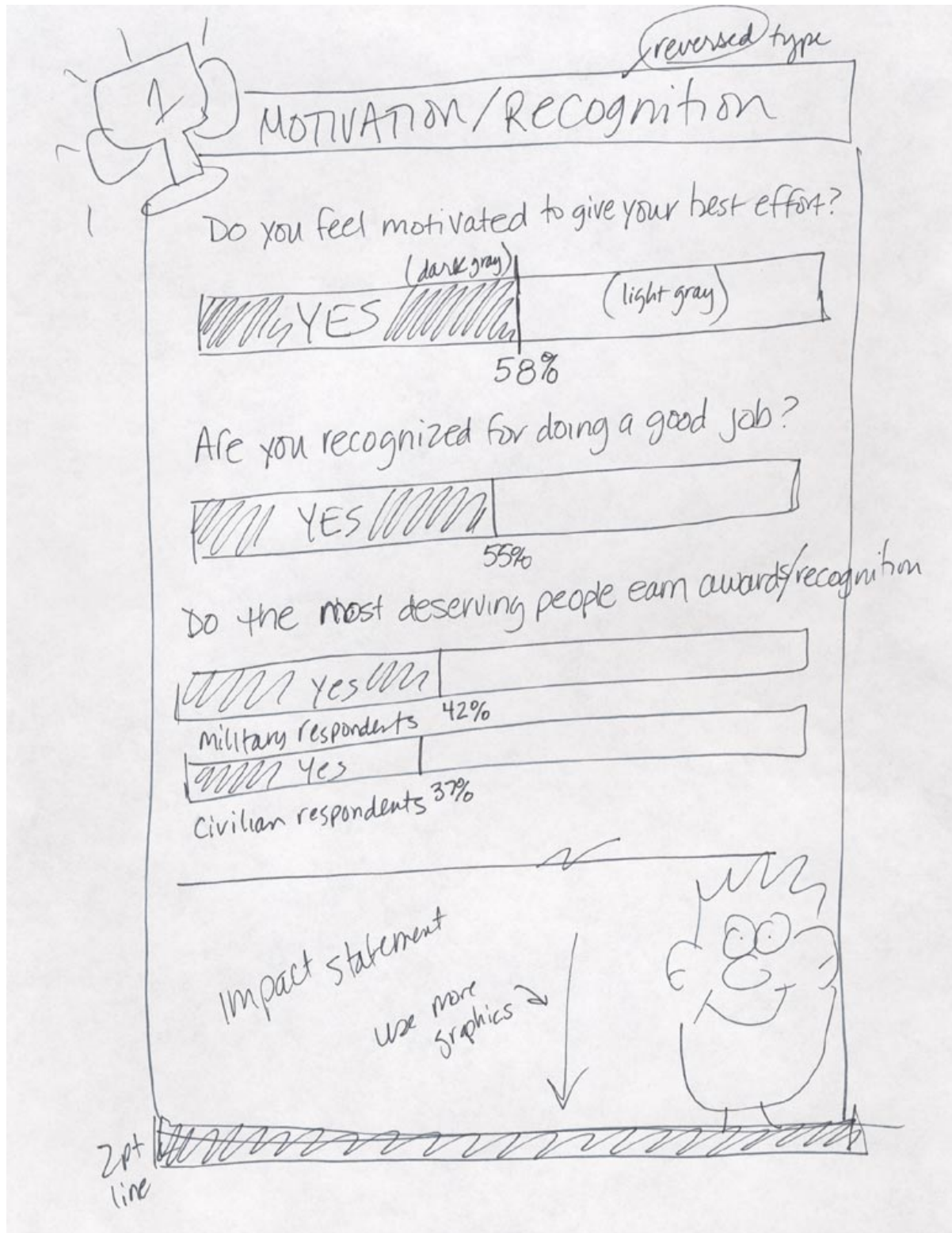
IMPACT:

Overall, peer relations appear to be positive among unit members. The survey responses indicate a sense of camaraderie and interpersonal accord exists; it has enabled members to rely on each other for support within the unit. It would be impossible to eliminate all forms of interpersonal conflicts, it is however, critical that supervision reassure unit members of open door policies to address such behavior whenever it arises, thereby possibly avoiding a breakdown in unit/section cohesiveness.

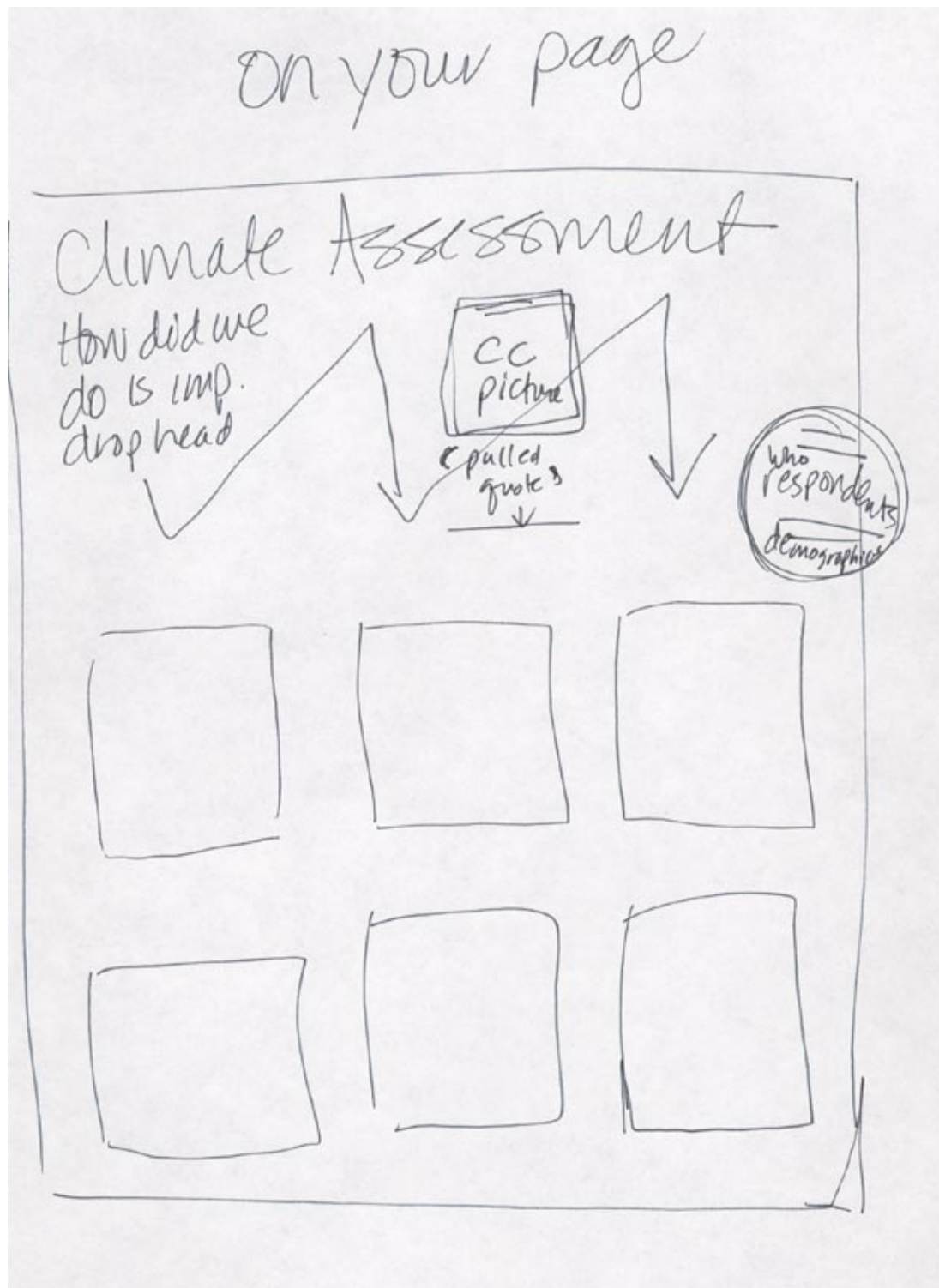
2. One initial idea. What other ideas do you have?



3. Go with a bar chart idea -- only it's sideways. There are more than one respondent at times, and this way breaks up the yes and no answers. Plus there are numerous questions that were asked. This way shows it more clear and is easier than reading a long article with a bunch of numbers.



4. Now that there are numerous graphics, here's one way to put it all together on a page.



5. The final product

B
Case study

W WARRIORS • January 7, 2003

PERSPECTIVE

COMMANDER'S CORNER

Wing climate assessment results

Commander says outcome is important to Team McGuire

By Brig. Gen. Richard A. Mentemeyer
305th Air Mobility Wing Commander

In the military, the morale of a unit can mean the difference between victory and defeat. In fact, when it comes to accomplishing the mission, high morale is just as important as proper training and the right equipment.

But unlike equipment and training, it's not always easy to assess the

morale of a unit. That's why your participation in the wing climate assessment is so important. And more than 1,100 of you took time to fill out WCA surveys - that's a 300 percent increase in participation from the last WCA.

This enabled the Military Equal Opportunity team to paint an accurate picture of where the wing stands in critical areas like motivation, discrimination, and their opinion of leadership.

The majority of you said you feel motivated to give your best efforts, you like your job and felt you were recognized for doing a good job. The vast majority of you indicated the policies on harassment and discrimination were clear, and felt you had



— Brig. Gen. Richard A. Mentemeyer
305th AMW Commander

"It's important we look toward bettering ourselves, and making sure we continue accomplishing the mission in a professional manner."

the freedom to complain without fear of reprisal.

However, we can't stop here. With the start of a new year and a new century, it's important we look toward bettering ourselves, and making sure

we continue accomplishing the mission in a professional manner.

To all the senior NCOs, the Air Force looks to you to provide mentorship to our new troops. They are our future and you are key to our future's success.

Together, we are a team working for a greater purpose - our nation. As a team we must continue working together without harassment, discrimination or favoritism.

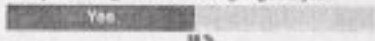
We need continuous feedback from everyone on how the unit is doing and ways to do things better - if you have an idea or input, talk to your supervisor, first sergeant or commander. Thanks to your participation, we can continue making America's Air Force better and better.

Motivation • Pride • Recognition

Do you feel motivated to give your best effort?



Are you recognized for doing a good job?



Do the most deserving people earn awards?



Military respondents 42%
Civilian respondents 37%

Impact: An individual who receives recognition for a job well done is more likely to put forth more effort - more than a person who does not get recognized. Recognition does not have to be formal, informal praise can be just as motivating.

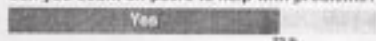


Peer Relationships

Do co-workers do their fair share of work?



Can you count on peers to help with problems?



Do you feel comfortable socializing with peers?



Do you feel comfortable attending unit events?

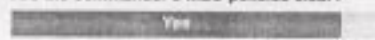


Impact: Peer relations seem to be positive and indicates a sense of camaraderie. It is crucial, however, supervisors maintain an open door policy to address unfavorable behavior when it arises - to avoid a breakdown in unit cohesiveness.



Unit Leadership

Are the commander's MEO policies clear?



Does open communication exist w/supervisor?



Impact: Perceptions of positive leadership can be improved by increased visibility. This offers the commander and first sergeant an excellent opportunity to establish a relationship with squadron members. Unit leaders should continue to make themselves as approachable as possible. The influence of a first sergeant can't be overstated, since the first sergeant is a vital link between the commander and unit members. The flight chiefs also carry an equal amount of responsibility, since they interact on a daily basis with members of each squadron.



Freedom to Complain

Do you have freedom to complain without fear of reprisal?



Do you feel comfortable using the chain of command or outside agencies to complain?

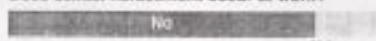


Impact: Senior leadership should continue promoting a work environment that members view as supportive in addressing issues or concerns. Doing so encourages members to use the lowest levels possible within the chain of command to address sensitive issues or concerns regarding the unit. Unit members can use either the chain of command or outside agencies to solve problems, without fear of retribution. Failure to allow this opportunity can be devastating to the person, unit and mission.

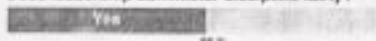


Fair Treatment • Discipline

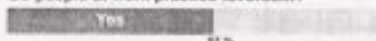
Does sexual harassment occur at work?



Does leadership administer discipline fairly?



Do people at work practice favoritism?

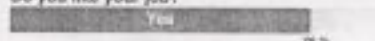


Impact: Favoritism to some is perceived as discrimination, therefore the perception of favoritism should be dealt with. Failure to address this issue can cause the bonds that unit members have with each other to break or become strained - ultimately having a negative impact on the human relations climate and mission.



Job and Community Environment

Do you like your job?



Do you feel comfortable participating in local community activities?



Impact: It is possible that stress and work atmosphere can be linked together. Senior leadership must ensure first line supervisors are sensitive to the early signs of related behavioral changes in personnel. In addition, they should be aware of appropriate support agencies that can assist in addressing issues that pertain to stress. This will ensure the well being of unit members is being looked after, before a potential mission-degrading situation occurs. Failure to properly address issues relating to stress may result in devastating consequences for both the person and unit.

